MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DEC5634 FUNDAMENTAL OF ENTREPRENEURSHIP

(All Sections/Groups)

2 OCTOBER 2023
2.30 P.M – 4.30 P.M
(2 hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages excluding cover page.

2. Attempt **ALL** questions. The distribution of the marks for each question is given.

QUESTION 1

a) Define marketing. (2 marks)

b) One of the first steps in building a bootstrap marketing plan is to identify a small company's target market. Briefly explain target market. (2 marks)

> Airbnb, Inc. is an American San Francisco-based company operating an online marketplace for short- and long-term homestays and experiences. The company acts as a broker and charges a commission from each booking.

Statement 1

c) Base on the scenario of Airbnb mentioned in Statement 1 above, list and briefly explain the process on how the company can conduct the market research. Provide an example in each process. (12 marks)

d) List and explain the **THREE (3)** attributes in unique selling proposition in building a brand. Provide an example for each attribute. (9 marks)

(Total: 25 marks)

QUESTION 2

a) List and explain the **FIVE (5)** factors essential to e-commerce success. (10 marks)

b) List and explain the **FIVE (5)** Myths of e-commerce. (10 marks)

c) List out any **FIVE (5)** methods of tracking website performance. (5 marks)

(Total: 25 marks)

QUESTION 3

a) There are at least twelve different pricing strategies for established goods and services. List and explain any **EIGHT (8)** of those strategies and under what conditions a business owner should use them. (16 marks)

b) State and explain the **THREE (3)** different kinds of credit a small business can offer its customers and the impact each has on pricing. (6 marks)

c) List the **THREE (3)** basic strategies a small business could use in setting the price of a new product. (3 marks)

(Total: 25 marks)

Continued ...

QUESTION 4

a) Define equity and debt capital. State the **ONE (1)** advantage and **ONE (1)** disadvantage characterise each. (6 marks)

b) State the **FIVE (5)** main sources of equity financing. (5 marks)

c) State the **FIVE (5)** guidelines should an entrepreneur follow if friends and relative choose to invest in her business. (5 marks)

d) Define initial public offering (IPO). State the **SIX (6)** characteristics of successful IPO candidates. (7 marks)

e) List the **TWO (2)** sources of debt capital from commercial banks. (2 marks)

(Total: 25 marks)

End of Paper